MEMORANDUM

DATE November 22, 1991

TO Charlie Lafave

FROM Terri McNeely TM

RE MAT Photo Album

Per my most recent memo dated November 13, I have included additional pricing on the production costs and IMG Promotions mark-up costs for the MAT photo album. I have also included pricing on the printed photo album.

Item/ Description	Quantity	Outside Cost	Promotions Production Costs	Mark-up	Total
Photo Album (red vinyl) 50-75 photos	50	$ 2,290 (4 x 5)	$2,000	17.65%	$ 5,047
		$10,190 (5 x 7)	$2,000	17.65%	$14,341
	100	$ 3,972 (4 x 5)	$2,500	17.65%	$ 7,614
		$10,720	$2,500	17.65%	$15,563
Photo Album (red vinyl) 300-400 photos	50	$13,440 (4 x 5)	$2,800	17.65%	$15,845
		$18,340 (5 x 7)	$2,800	17.65%	$24,871
	100	$26,220 (4 x 5)	$3,000	17.65%	$34,506
		$36,020 (5 x 7)	$3,000	17.65%	$45,907

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Source: https://www.industrydocuments.ucsf.edu/docs/tfjm0004

Cost of substituting red vinyl with red leather binder:

50 - $ 750
100 - $1,500

Please note there is a one-time die charge of $120 for hot stamping on the front of the album.

Item/ Description	Quantity	Outside Cost	Promotions Production	Mark-up	Total
Printed four-color album - 48 pg + cover	50	$19,303	$3,500	17.65%	$26,827
	100	$19,377	$3,500	17.65%	$26,914
Printed four-color album - 76 pg + cover	50	$30,674	$3,800	17.65%	$40,558
	100	$30,781	$3,800	17.65%	$40,684

Please call me if you have any additional questions.

TM/dg773

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